

ABSTRACT OF THE DISCLOSURE

A system for developing and deploying web pages that have dynamic content is disclosed. First, a graphic artist creates a template HTML file that will provide the visual appearance of a dynamic web page. The template HTML file is embedded with identifier tags that identify locations where dynamic content should be inserted. A programmer then creates a program for manipulating a Document Object Model (DOM) representation of the HTML file to add desired dynamic content. The template HTML file and dynamic content program are then deployed to a special server system that serves the template HTML by executing the associated dynamic content program. When the server system receives a request for the template HTML file, the server first creates a clone of a Document Object Model (DOM) of the template HTML file and executes the dynamic content program to manipulate the DOM representation. The server then transforms the manipulated DOM representation into HTML and delivers the generated HTML to the client system that made the request.